

CHAPTER II

LITERATUR REVIEW

2.1 Tourism

Tourism comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose. Tourism is an integrated system and can be viewed in terms of demand and supply. The demand is made up of domestic and international tourist market. The supply is comprised of transportations, tourist attractions and activities, tourist facilities, services and related infrastructure, and information and promotion. Visitors are defined as tourist and the remainder as same-day visitors (Yoeti O. A., 1997). Meanwhile other statement said that, Tourism is a temporary movement carried out by humans with the aim of getting out of routine jobs, leaving the residence (Marpaung, 2002). In addition, tourism is an activity to travel or stay in a place outside their living environment whether domestic or abroad in a short time or more than one day by private vehicle or a travel agent to find happiness or other purposes.

2.1.1 Kinds of Tourism

Tourism has several kinds. There are six kinds of tourism based on the motives of travel (Soebagyo, 2012), namely:

1. Tourism for enjoyment trip (Pleasure Tourism)

This kind of tourism is done by people who leave their homes for a vacation, get some fresh air, fulfill the curiosity, relaxes the nervous tension, see something new, enjoy the beauty of nature, know the local folk tale, get peace.

2. Tourism for recreation (Tourism Recreation)

Tourism is done to use the days off to rest, recover the freshness of body and soul, and refresh yourself of fatigue and exhaustion. It can be done in place ensure that these goals offer recreational enjoyment required such as the seaside, mountains, retreat centers and health centers.

3. Tourism for cultural (Cultural Tourism)

This type of tourism is characterized by a series of motivations, such as to learn about customs and culture, to conduct research, and to study about the history from a monument or historical building. The place that are usually used as a place to visit for cultural tourism are historical buildings, religious sites, art festivals and others.

4. Tourism for sports (Sports Tourism)

Tourism can be further divided into two categories:

- a. Big sports events, namely large sporting events like the Olympic Games, the ski world championship, world championship boxing, and others of interest to the audience or the fans.
- b. Sporting tourism of the Practitioners, namely sports tourism for those who want to learn and practice by themselves such as mountaineering, sport horseback riding, hunting, fishing and others.

5. Tourism for convention (Convention Tourism)

Tourism is much in demand by countries because when it held a convention or meeting will be many participants to stay within a certain period in the countries that hold the convention. Countries are often convened will build buildings that support the holding of the convention tourism.

6. Tourism for trading business affairs (Business Tourism)

According to the theorists, this is a form of tourism trip travel professional or travel for work-related or titles that do not give it to someone to choose the destination and time of travel.

Also, according to (Rikania, 2010) types of tourism can be divided into two categories, namely as follows:

1. Nature Tourism, which consists of:

- a. Coastal tourism (Marine tourism), is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including accommodation, eating and drinking facilities and infrastructure.

- b. Ethnic Tourism (Ethnic tourism), is a journey to observe the realization of the culture and lifestyle of people who are considered attractive.
 - c. Nature Reserve Tourism (Ecotourism), is a tour that is much associated with the fondness for natural beauty, fresh air in the mountains, rare wonders of living animals (wildlife), and plants that are rarely found in other places.
 - d. Buru Tourism, is a tour carried out in countries that do have areas or forests where hunting is justified by the government and promoted by various agents or travel agencies.
 - e. Agro Tourism, is a type of tourism that organizes trips to agricultural, plantation and nursery projects where tour groups can conduct visits and reviews for study purposes and enjoy the fresh plants around them.
2. Socio-Cultural Tourism, which consists of:
- a. Archaeological heritage and monuments, these tours include cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historical places such as battle fields which are the main tourist attractions in many countries.
 - b. Museums and other cultural facilities, are tours that relate to aspects of nature and culture in a particular region or region. Museums can be developed based on the theme, including archaeological museums, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes.

2.2 Tourism Destination

Tourism destination is a place or area where a collection of tourism related products and attractions are offered (Jamaluddin, 2019). Whereas other statement said that a tourism destination is a place visited with a significant period of time during a person's trip when compared to other places that were traveled during the trip (Pitana & Diarta, 2009). The conclusion is tourism destination is a place or region that are supported by some components and elements such as attraction,

amenities, accessibilities, service, people, the tourism industry, and institutional developers and it choose by visitor in long term than the other place that they visit during travel.

A tourism destination must have its own attraction to bring tourists (Muljadi, 2012). A tourism destination can be seen the development from some things. The development of tourism destination is based on 3A that are attractions (attraction), accessible (accessibility), and facilities (amenities) (Sari, 2012).

1. Attraction

Tourist attractions such as the one prepared beforehand in order to be seen, enjoyed and included in this are: dancing, singing traditional folk arts, traditional ceremonies, and others.

2. Accessibility (accessability)

Accessibility include transportation relating to accessibility and infrastructure are covering roads, bridges, terminals, stations, and airports. This infrastructure serves to connect a right to another place. The existence of transport infrastructure will affect the rate of the transportation level itself. Infrastructure conditions that will either make optimal transport rate.

3. Facilities (amenities)

Tourist facilities or amenities are matters of supporting the creation of leisure tourists to be able to visit a tourist destination.

Tourist attraction suggests that there are 4 (four) components that must be owned by a tourism destination, namely: attraction, accessibility, amenity and ancillary (Cooper & Emory, 1995).

1. Attraction (Attraction)

Attraction is a significant component in attract tourists. An area can be a tourism destination if the conditions support it to be developed into a tourist attraction. The thing that can be developed into a tourist attraction is called as a tourism source. To find the potential of tourism in an area, people must be guided by tourist need and want. There are three attractions that can attract tourists, namely 1) Natural Resources (natural), 2) Cultural tourist attractions, and 3) Man-made attractions themselves.

2. Amenities (Facilities)

Facilities or amenities are all kinds of facilities and infrastructure needed by tourists while in tourism destinations. Means and infrastructure in question such as: lodging, restaurants, transportation and travel agents. By using suitable infrastructure, tourism facilities are built such as hotels, tourist attractions, marinas, theater, and so on. The infrastructure that is much needed for the construction of tourism facilities is roads, water supply, electricity, landfills, airports, ports, telephones, and others.

3. Accessibility

Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services are important accesses in tourism. On the other hand, this access is identified with transferability, which is the ease of moving from one area to another. If an area is not available with good accessibility such as airports, ports and highways, there will be no tourists that influence the development of accessibility in the area. If an area has tourism potential, then adequate accessibility must be provided so that the area can be visited.

4. Ancillary (Additional Services)

Additional services must be provided by the local government from a tourism destination both for tourists and for tourism actors. Services provided include marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.) and coordinating all kinds of activities and with all laws and regulations both on the road and on tourist attractions. Ancillaries are also things that support tourism, such as management institutions, Tourist Information, Travel Agents and stakeholders who play a role in tourism.

Destinations also consist of various elements. In making a strategy for a destination there are several factors that must be analyzed first (Yusfida, 2013). These factors include:

1. What are the natural resources of the destination area?

Included in natural resources in a destination include climate, land, vegetation, animal life, water, beaches, availability of drinking water, energy resources, and natural beauty around the destination.

2. What is the existing infrastructure?

The infrastructure that enters it includes water supply, sewage systems, electricity and gas, communication systems, roads, airports, terminals, train stations, parking lots, and public transportation.

3. What is the current development phase of the suprastructure?

The superstructure facility consists of facilities such as hotels / motels, restaurants / bars, shops, entertainment venues, and other business sectors that provide goods and services to consumers.

4. What forms of transportation are currently available to potential travel consumers who may choose to visit the destination?

In terms of transportation related in it are cars, airplanes, trains, buses and ships.

5. Does the destination area have the necessary people (the host community) who are willing and able to service the travel consumer?

The purpose of the above is whether local people have the desire to provide services to tourists who come to their area. This desire does not only include the desire in service but also the local community must also be able to accept the culture and motivation brought by tourists to their area. The point is an adjustment between the culture of local people and the culture of immigrants from tourists.

6. What cultural / historical resources does that have parts from other destinations?

In other words, whether the destination to be marketed has other competitors with potential historical products and the same culture as the destination market to consumers.

7. What types of travel are consumers currently visiting the destinations? Why do you choose to visit the destinations instead of the many other possible destinations?

Determine the types of tourists who come to a destination that can provide value insight that will later enter into the product life cycle. Do tourists who come to like this type of adventure tourism or other types.

8. What is the government attitude toward, and treatment of, tourism?

This explains the government's involvement in tourism that develops in a destination. Such involvement can be in the form of direct action from the government on the development of tourism or government in the destination only as a facilitator and policy provider. Other involvement that can be done by the government in the development of tourism in a destination can be done by promoting tourism which will certainly increase the number of visits to a destination.

2.3 Potency of Tourism

The potency of tourism is a variety of resources found in a particular area that can be developed into a tourist attraction. In other words, the potency of tourism is a variety of resources owned by a place and can be developed into a tourist attraction (tourist attraction) that is used for economic interests while still paying attention to other aspects (Pendit, 2003).

Attraction or tourist attraction according to (Yoeti O. A., 1996) is anything that can attract tourists to visit a tourism destination, such as:

1. Nature

Everything that comes from nature that is utilized and cultivated at the place of tourist attraction that can be enjoyed and give satisfaction to tourists. For example, natural scenery, mountains, flora and fauna.

2. Culture

Everything in the form of attraction comes from art and human creation. For example, religious ceremonies, traditional ceremonies and traditional dances.

3. Man-made (Manmade)

Everything that comes from human work and can be used as a tourist object such as historical objects, culture, religion and human procedures.

4. Humans (Human being)

Everything from human activity is unique and has its own charm that can be used as a tourist attraction. For example, the Asmat tribe in Irian Jaya with their way of life that is still primitive and has its own uniqueness.

Various attraction factors possessed by tourist destinations will cause tourists to choose certain tourist destinations to fulfill their wants and needs (Utama, 2015). There are four aspects that must be considered in tourism potency. These aspects are as follows:

1. Aspect of attraction of destination; it is an attribute of a tourism destination in the form of anything that can attract tourists and each destination must have an attraction, both in the form of nature and society and culture.
2. The aspect of transportation or often called accessibility; it is an attribute of access for domestic and foreign tourists so that they can easily reach destinations to tourist attractions both internally and access to tourist attractions in a destination.
3. Aspects of main and supporting facilities; it is an attribute of amenity which is one of the requirements of a tourism destination so tourists can stay at a destination for a longer time.
4. Institutional aspects; attributes of human resources, systems, and institutions in the form of tourism institutions that will support a feasible destination to visit, these institutional aspects can be in the form of support from security institutions, tourism institutions as destination managers, and other supporting institutions that can create tourist comfort.

